



Move Over, 5 A Day, Make Room for More

The Fruits & Veggies—More Matters™ campaign is a new health initiative promoting fruits and veggies that will burst on the consumer scene in March 2007. The 15-year-old 5 A Day marketing campaign that encourages eating at least five servings of fruits and vegetables daily will be phased out by December 2008 to make way for the new brand.

The new Fruits & Veggies—More Matters brand aims to build on the recognition of the current 5 A Day marketing campaign and provide power to move people from awareness to motivation. Thanks to the efforts of the 5 A Day campaign, more than 50 percent of consumers recognize they need to eat five or more servings daily of fruits and vegetables. But nearly 90 percent of Americans need to eat more fruits and vegetables than they do now to meet the newest recommendations of the Dietary Guidelines released in 2005. Adults need from 3½ to 6½ cups of produce daily to get the maximum health benefits of fruits and vegetables – including possible prevention of heart disease, type 2 diabetes, obesity and cancer.

Consumer research defines target and messages

The 5 A Day for Better Health Program partnership hired a professional branding firm, Sterling Brands, whose clients include Nike, Microsoft and Yahoo! Over the course of a year, more than 1,000 consumers in family situations, focus groups and online surveys were contacted by Sterling brands for input on their eating styles and reaction to proposed brand concepts.

Findings of this extensive consumer research showed that

- Most families believe that “over time” they are eating enough fruits and vegetables.
- Consumers understand the value of fruits and vegetables as part of their diet – but money, time (and taste) pressures overwhelm them.
- Striving for 6½ cups of fruits and vegetables could be alienating; it turns some folks off from even trying to eat fruits and vegetables.
- Some moms feel guilty when their budgeted time or food dollars doesn’t allow them to use fresh fruits and vegetables.
- The word, “veggies” is ok to use, as it is friendlier and less formal.
- Moms are the key to the future success of the initiative.

Target audience is moms

The new Fruits & Veggies—More Matters brand and logo will target “Generation X” moms in the age group of 29 to 41 years. The messages in the new campaign will be inspiring and motivating people to eat more fruits and vegetables; no matter how much you are eating now, you will benefit by eating more. It will focus on the pleasure and convenience of eating fruits and vegetables in all their forms: frozen, canned, dried, juices and fresh. The brand and campaign will create experiences for moms and make it the “go-to” source for information about fruits and vegetables. The plan will focus on small achievable steps, getting consumers to eat more fruits and veggies over time.

The launch plan

From April 2006, through March, 2007, the brand is in a “soft” launch phase to bring produce industry partners, key opinion leaders, and federal and state government partners, including the North Dakota Department of Health, about the rationale and research behind the new brand. Industry is gearing up by learning about the license and getting ready to start using it on various applications such as labels and signs. PBH is starting to create a buzz with national long-lead media partners, including national magazines read by moms.

At the state level, we are informing our partners and asking you to “come to the party” on March 19, 2007, the date of the consumer launch. We invite you to mark the date on your calendar and begin thinking of ways that you might incorporate messages and action into your activities. The North Dakota Department of Health has set aside federal Preventive Health Block Grant funds for a statewide media campaign. The North Dakota Nutrition Council has pledged funds and support, and the North Dakota Dietetic Association also has agreed to participate in statewide activities.

The consumer launch will take place in the produce section of a grocery store in San Francisco, Calif. The concept at this time is to feature children and moms on the scene, along with a chef from the Culinary Institute of America (CIA). Events around this day include:

- Kickoff of the website, fruitsandveggiesmorematters.org.
- A search for "local heroes" – moms who are doing great things or have great ideas to get kids to eat fruits and veggies.
- A cooking contest for chefs sponsored by the Culinary Institute of America; kids will judge the entries!
- A national contest with the best tips for increasing consumption of fruits and veggies; a winner may be named from each state, as well.

In North Dakota, a small group of partners from the 5 + 5 Communities Program has volunteered to help plan the media campaign and coordinating activities. We plan to capitalize on the national events to help drive media and consumer interest here in the state.

Public/private partnership roles

The 5 A Day for Better Health Program is the nation's largest public/private partnership for nutrition. The Produce for Better Health Foundation (PBH) and the national Centers for Disease Control and Prevention (CDC) co-chair the partnership. PBH manages the private industry sector involvement. The public side is represented by the CDC, lead federal agency, the U. S. Department of Agriculture and the National Cancer Institute. The partnership also includes state and local governments, industry, and volunteer and advocacy organizations.

PBH serves in the role of Fruits & Veggies—More Matters “brand manager.” CDC is the “health authority” and will license public health entities to use the new brand. CDC also took the lead in defining the criteria for products and recipes wishing to use the new brand and for determining appropriate core messages and health messaging. CDC has assigned each state a contact person for questions and resources during the transition and will make some materials available for use. PBH will provide a toolkit with sample media materials ready for customization to state partners.

Over the next couple of months, the North Dakota Department of Health will become licensed to use the Fruits & Veggies—More Matters brand. The department will eventually be able to sub-license to the public sector in North Dakota, which includes government agencies, private non-profits, universities, schools, worksite wellness programs (public and private) and other members of the health and education community.

PBH will license the private sector, which means for-profit businesses that include foodservice and food-related groups and organizations, trade associations, and all sectors of the chain from food production to sales.

If you would like more information or would like to participate in statewide activities for the launch of the new Fruits & Veggies—More Matters brand, please contact Karen K. Ehrens, 5 + 5 Coordinator, at 701.223.2616 or karen@ehrensconsulting.com.